

1 What is Claimed is:

2 1. A search method for a computer device, comprising:  
 3 associating a user of the computer device with at least one of a plurality of  
 4 beneficiary groups; and  
 5 providing an arrangement for searching for a provider based upon a search  
 6 request input to the computer device, the provider being associated with a beneficiary group  
 7 associated with the user.

1 2. The search method of claim 1, wherein the input search request includes a  
 2 request to search for a provider of one of a good, service and information.

1 3. The search method of claim 1, further comprising:  
 2 receiving the input search request including a user-specified beneficiary group  
 3 from the computer device of a user;  
 4 searching for a provider, based upon the search arrangement and the received  
 5 input search request including the user-specified beneficiary group, the search arrangement  
 6 including a synergistic concentric circle arrangement; and  
 7 outputting results of the search to the user.

1 4. The search method of claim 1, wherein the search arrangement includes an  
 2 expandable synergistic concentric circle arrangement.

1 5. The search method of claim 4, further comprising:  
 2 receiving information from the user for expanding at least one of the synergistic  
 3 concentric circles of the synergistic expandable concentric circle arrangement.

1           6.     The search method of claim 4, further comprising:  
2                 providing, to the user, a dynamic capability to expand at least one of the  
3 synergistic concentric circles of the synergistic concentric circle arrangement to thereby expand  
4 the input search request on the computer device .

1           7.     The search method of claim 5, wherein the step of receiving includes receiving  
2 information prioritizing expansion of the synergistic concentric circles.

1           8.     The search method of claim 6, further comprising:  
2                 receiving information prioritizing expansion of the synergistic concentric  
3 circles.

1           9.     The search method of claim 4, further comprising:  
2                 prompting the user at the computer device, to expand at least one of the  
3 synergistic concentric circles of the synergistic concentric circle arrangement.

1           10.    The search method of claim 9, wherein the step of prompting includes  
2 prompting the user to prioritize expansion of the synergistic concentric circles.

1           11.    The search method of claim 1, wherein a beneficiary group associated with the  
2 user is assigned priority over another beneficiary group associated with the user.

1           12.    The search method of claim 1, wherein the step of providing includes providing  
2 an arrangement for searching on the Internet.

1           13.    The search method of claim 1, wherein the step of providing includes providing  
2 an arrangement for searching on the worldwide web.

1           14.    The search method of claim 1, wherein the search arrangement includes a  
2 synergistic concentric circle arrangement, and concentric circles of the synergistic concentric  
3 circle arrangement are hierarchically ranked.

1 15. The search method of claim 14, further comprising:  
1 receiving information for expanding a search to a next hierarchically ranked  
2 synergistic concentric circle.

1 16. The search method of claim 4, further comprising:  
2 receiving search priorities for prioritizing expansion of synergistic concentric  
3 circles in the synergistic concentric circle arrangement.

1 17. The search method of claim 16, wherein the search priorities include priorities  
2 for expanding within an associated beneficiary group or among plural associated beneficiary  
3 groups.

1 18. The search method of claim 4, wherein a synergistic concentric circle is  
2 geographically expandable.

1 19. The search method of claim 16, wherein a synergistic concentric circle is  
2 expandable based priorities including geographic priorities.

1 20. The search method of claim 1, wherein the computer device includes one of a  
2 personal computer, personal digital assistant and wireless phone.

1 21. The computer search method of claim 4, wherein a synergistic concentric circle  
2 is expandable based upon a redefined beneficiary group.

1 22. A search method for a computer device, comprising:  
2 receiving, from a computer device, a search request for a provider of a good,  
3 service or information and at least one beneficiary group;  
4 searching for the requested provider, associated with the at least one beneficiary  
5 group, based upon the received search request including at least one user-specified beneficiary  
6 group; and  
7 outputting results of the search to the computer device.

23. The search method of claim 22, wherein the search is conducted based upon an expandable synergistic concentric circle arrangement.

24. The search method of claim 23, further comprising:  
receiving information for expanding at least one of the synergistic concentric circles of the synergistic concentric circle arrangement.

25. The search method of claim 23, further comprising:  
providing a dynamic capability to expand at least one of the synergistic concentric circles of the synergistic concentric circle arrangement to thereby expand the input search request on the computer device.

26. The search method of claim 23, wherein the step of receiving includes receiving information prioritizing expansion of at least one of the synergistic concentric circles.

27. The search method of claim 23, further comprising:  
prompting expansion of at least one of the synergistic concentric circles of the synergistic concentric circle arrangement.

28. The search method of claim 27, wherein the step of prompting includes prompting prioritized expansion of at least one of the synergistic concentric circles.

29. The search method of claim 23, wherein one beneficiary group is specified priority over another beneficiary group.

30. The search method of claim 23, wherein the synergistic concentric circles of the synergistic concentric circle arrangement are hierarchically ranked.

31. The search method of claim 30, further comprising:  
receiving information for expanding a search to a next hierarchically ranked synergistic concentric circle.

32. The search method of claim 23, further comprising:  
receiving search priorities for prioritizing expansion of synergistic concentric circles in the synergistic concentric circle arrangement.

33. The search method of claim 32, wherein the search priorities include priorities for expanding within an associated beneficiary group or among plural associated beneficiary groups.

34. The search method of claim 23, wherein a synergistic concentric circle is geographically expandable.

35. The search method of claim 22, wherein the computer device includes one of a personal computer, personal digital assistant and wireless phone.

36. A search system, comprising:  
a database, adapted to store information associating a user with at least one beneficiary group and information associating a provider with at least one beneficiary group;  
and  
a controller, adapted to receive a search request from a computer device of a user, adapted to search the database based upon the search request and associated beneficiary group of the user, and adapted to eventually provide a search result to the user including a provider associated with the beneficiary group of the user.

37. A search system of claim 36, wherein the search request includes a search for one of a good, service and information.

38. The search system of claim 36, wherein the database is searched in expandable synergistic concentric circles formed based upon the search request and associated beneficiary group of the user.

39. The search system of claim 38, wherein the controller is adapted to receive information prioritizing expansion of synergistic concentric circles.

1 40. The search system of claim 39, wherein the prioritized expansion is established  
2 by prioritized expanded searches within a beneficiary group and searches to a next  
3 concentrically arranged beneficiary group.

1 41. The search system of claim 36, wherein the controller is further adapted to  
2 receive a search request requesting an expanded search within a beneficiary group.

1 42. The search system of claim 36, wherein the controller is adapted to prompt the  
2 user to expand the input search request upon failing to provide a search result including a  
3 provider associated with the beneficiary group of the user.

1 43. The search system of claim 38, wherein a concentric circle is geographically  
2 expandable.

1 44. The search system of claim 38, wherein a concentric circle is expandable based  
2 upon a redefined beneficiary group.

1 45. A computer search method, comprising:  
2 storing information for each of a plurality of users of computer devices and for  
3 each of a plurality of providers of at least one of goods, services and information, associating  
4 each user and each provider with at least one beneficiary group;  
5 receiving a search request for at least one of a good, service and information  
6 from a computer device of a user;  
7 searching the stored information based upon the search request and the at least  
8 one beneficiary group associated with the user; and  
9 providing a search result to the computer device of the user based upon the  
10 search.

1 46. The computer search method claim 45, wherein the step of providing includes  
2 providing the user with at least one provider of the requested good, service or information,  
3 associated with the beneficiary group of the user.

1 47. The computer search method of claim 45, wherein the step of receiving includes  
2 receiving information for expanding a search within a beneficiary group and for expanding a  
3 search to another beneficiary group.

1 48. The computer search method of claim 45, wherein the step of searching includes  
2 searching for a provider in an expandable synergistic concentric circle arrangement.

1 49. The search method of claim 48, further comprising:  
2 receiving information for expanding at least one of the synergistic concentric  
3 circles of the expandable synergistic concentric circle arrangement.

1 50. The search method of claim 48, wherein the step of receiving includes receiving  
2 information prioritizing expansion of the synergistic concentric circles.

1 51. The search method of claim 48, further comprising:  
2 prompting the user, at the computer device, to expand at least one of the  
3 synergistic concentric circles of the synergistic concentric circle arrangement.

1 52. A search system comprising:  
2 a database, adapted to associate users of computer devices and providers of  
3 goods, services or information with at least one beneficiary group; and  
4 a controller, adapted to provide an arrangement for searching for a provider  
5 based upon a search request received from a user, wherein the search arrangement enables  
6 association of users and providers of a common beneficiary group.

1 53. A search system of claim 52, wherein the search request includes a search for  
2 one of a good, service and information.

1 54. The search system of claim 52, wherein the database is searched in expandable  
2 synergistic concentric circles formed based upon the search request and associated beneficiary  
3 group of the user.

1 55. The search system of claim 54, wherein the controller is adapted to receive  
2 information prioritizing expansion of synergistic concentric circles.

1 56. The search system of claim 55, wherein the prioritized expansion is established  
2 by prioritized expanded searches within a beneficiary group and searches to a next  
3 concentrically arranged affiliation group.

1 57. The search system of claim 52, wherein the controller is further adapted to  
2 receive a search request requesting an expanded search within a beneficiary group.

1 58. The search system of claim 52, wherein the controller is adapted to prompt the  
2 user to expand the input search request upon failing to provide a search result including a  
3 provider associated with the beneficiary group of the user.

1 59. The search system of claim 54, wherein a synergistic concentric circle is  
2 geographically expandable.

1 60. The search system of claim 54, wherein a synergistic concentric circle is  
2 expandable based upon a redefined beneficiary group.

1 61. A system comprising:  
2 a database, adapted to store a plurality of providers of a good, service, or  
3 information, each stored in association with at least one beneficiary group; and  
1 a controller, adapted to provide an arrangement for associating a provider, in  
2 conjunction with the database, with a user of a computer device based upon a request received  
3 from the computer device, wherein the user and provider are associated with a common user-  
4 specified beneficiary group.

1 62. The system of claim 61, wherein the request includes a request for a provider of  
2 one of a good, service, and information.

1 63. The system of claim 61, wherein the controller is adapted to associate a provider  
2 with a user by searching the database.



64. The system of claim 63, wherein the controller is adapted to search the database in expandable synergistic concentric circles formed based upon the received search request and user-specified beneficiary group.

65. The system of claim 64, wherein the controller is adapted to receive a user-specified beneficiary group.

66. The system of claim 65, wherein the user-specified beneficiary group is received from the computer device.

67. The system of claim 61, wherein the database is further adapted to store a plurality of users, each associated with at least one beneficiary group.

68. The system of claim 65, wherein the controller is adapted to receive information prioritizing expansion of synergistic concentric circles.

69. The system of claim 68, wherein the prioritized expansion is established by prioritized expanded searches within a beneficiary group and searches to a next concentrically arranged beneficiary group.

70. The system of claim 65, wherein the controller is further adapted to receive a search request requesting an expanded search within a beneficiary group.

71. A search method for a computer device, comprising:  
 associating a provider of at least one of a good, service and information with at least one of a plurality of beneficiary groups; and  
 providing an arrangement for searching for the provider based upon a search request input into the computer device user, the search request associating the user with a user-specified beneficiary group also associated with the provider.

72. The search method of claim 71, further comprising:

receiving the input search request including a user-specified beneficiary group from the computer device of a user;

searching for the provider, based upon the search arrangement and the received input search request and user-specified beneficiary group, the search arrangement including a synergistic concentric circle arrangement; and

outputting results of the search to the user.

73. The search method of claim 71, wherein a plurality of providers are associated with at least one beneficiary group.

74. The search method of claim 73, wherein the search arrangement includes an expandable synergistic concentric circle arrangement.

75. The search method of claim 74, further comprising:

receiving information from the user for expanding at least one of the synergistic concentric circles of the expandable synergistic concentric circle arrangement.

76. The search method of claim 74, further comprising:

providing, to the user, a dynamic capability to expand at least one of the synergistic concentric circles of the synergistic concentric circle arrangement to thereby expand the input search request on the computer device .

77. The search method of claim 74, further comprising:

prompting the user at the computer device, to expand at least one of the synergistic concentric circles of the synergistic concentric circle arrangement.

78. The search method of claim 77, wherein the step of prompting includes

prompting the user to prioritize expansion of the synergistic concentric circles.

79. The search method of claim 3, wherein the output results are displayed to the

user.

1 80. The search method of claim 79, wherein the display includes addresses of  
2 providers.

1 81. The search method of claim 80, wherein the addresses include at least one of an  
2 Internet address and a physical location address.

1 82. The search method of claim 22, wherein the output results are displayed to the  
2 user.

1 83. The search method of claim 82, wherein the display includes addresses of  
2 providers.

1 84. The search method of claim 83, wherein the addresses include at least one of an  
2 Internet address and a physical location address.

1 85. The search system of claim 36, wherein the controller is further adapted to  
2 provide a displayed search result to the user for display on a computer device of the user.

1 86. The search system of claim 85, wherein the display includes addresses of  
2 providers.

1 87. The search system of claim 81, wherein the addresses include at least one of an  
2 Internet address and a physical location address.

1 88. The search method of claim 45, wherein the provided search results are  
2 displayed to the user.

1 89. The search method of claim 88, wherein the display includes addresses of  
2 providers.

1 90. The search method of claim 89, wherein the addresses include at least one of an  
2 Internet address and a physical location address.

1 91. The search method of claim 72, wherein the output results are displayed to the  
2 user.

1 92. The search method of claim 91, wherein the display includes addresses of  
2 providers.

1 93. The search method of claim 92, wherein the addresses include at least one of an  
2 Internet address and a physical location address.

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